Anna Eber

Yuliya Hofer

Noumidia Mouaddib

planty of gardens
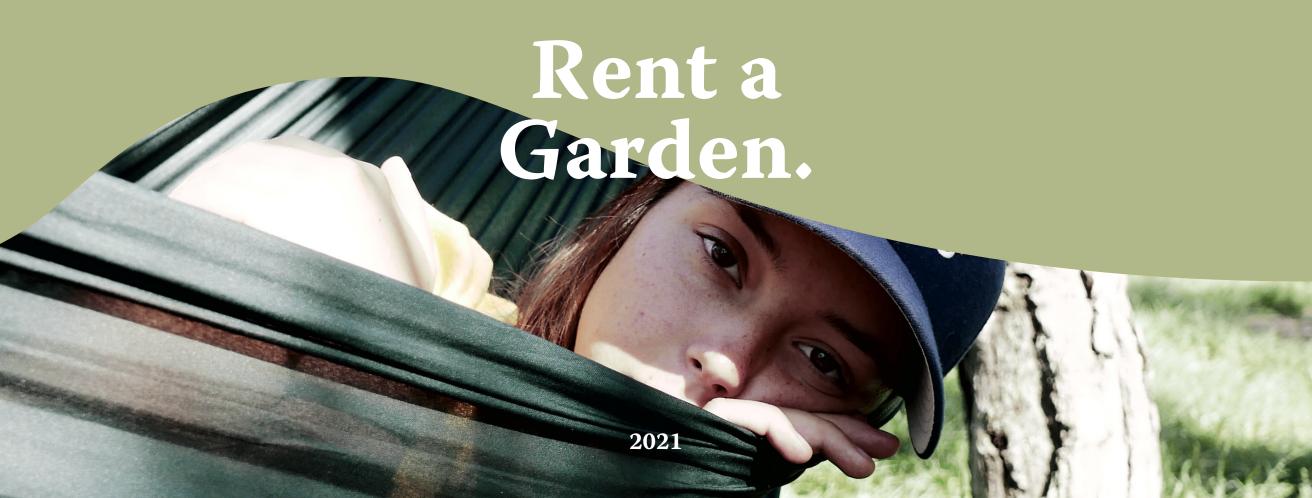
Andrea Pfleger

2021

Rosalie Siegl

Our idea was to provide outdoor retreats for people in cities. Especially in times of Corona, many people suffer from not having a garden and not getting out much because of the lockdown. We therefore wanted to create a platform that can provide a change of scenery.

Sometimes you need a change of scene.

That is why we have developed Planty of Gardens. Planty of Gardens is a platform where people can rent out their gardens or backyards that they don't need permanently.

Rent a Garden.

2021

The system works similarly to other well-known vacation booking systems. You download an app and can then advertise a garden or rent one.

Planty of gardens

2021

planty of gardens

No Garden?
No Problem.

2021

Make your garden available.

The app's system works in two ways: you can either offer your own garden, or rent one. If you want to offer a garden on the app, you can specify what extras the garden has, how many guests are allowed in and for what purposes the garden can be rented. This makes it easier for interested people to find the right garden later.
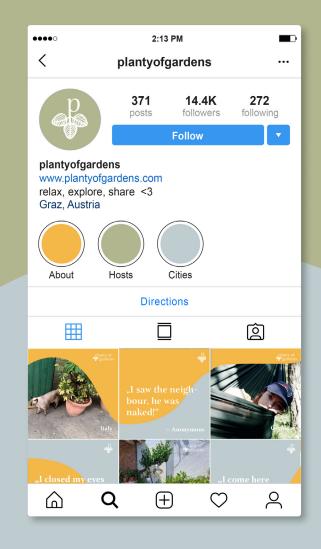
Or rent someone else's garden.

Renting a garden works similarly. Using a filter, you can specify what kind of garden you want, what extras it should have, for what purpose you want to rent it and how many people are coming. Afterwards you will be shown suitable results.
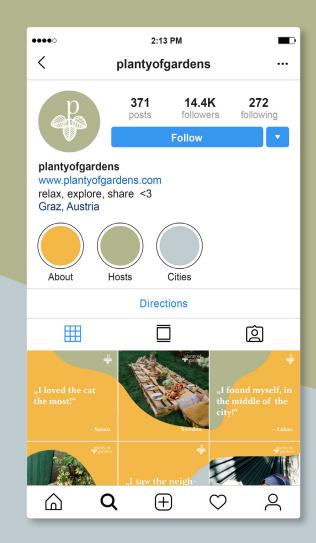
Planty of Gardens is advertised primarily online. The platform Instagram fits the target group well here and they can go directly to the app store from there.
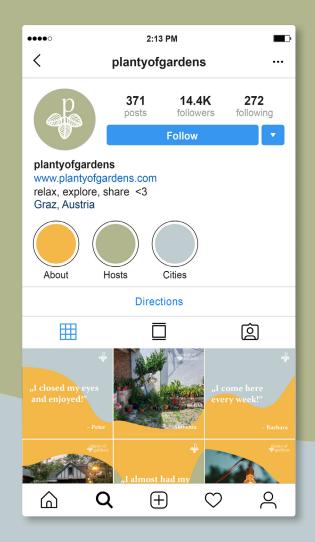
Social Media advertising

2021

„I loved the cat the most!"

– Susan

Sweden

„I found myself, in the middle of the city!"

– Lukas

Italy

„I saw the neighbour, he was naked!"

– Anonymous

Germany

„I closed my eyes and enjoyed!"

– Peter

Slovenia

„I come here every week!"

– Barbara

Austria

„I almost had my own pool!"

– Ben

France

In the feed we would like to work with personal statements of the users. This is the best way to bring out the personal touch of the app.
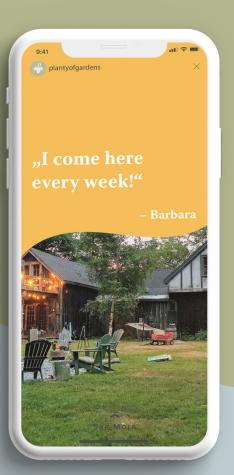
planty of gardens

2021

Anna Eber

Yulia Hofer

Noumidia Mouaddib

see you there!

Andrea Pfleger

2021

Rosalie Siegl